
AUSTIN PARKS FOUNDATION

Style Guide



BRAND IDENTITY

Logo

The Austin Parks Foundation logo should be used in the **Emerald Green** color as shown below when it's possible to print using Pantone colors or for on-line applications. When the the printing option is offset CMYK or digital please use the **Prussian Blue** version of the logo.

Emerald Green



Prussian Blue



BRAND IDENTITY

Logo Lockups

Primary APF Logo Lockup*

Use the primary APF logo lockup as the preferred logo lockup option for brand and marketing applications – particularly online depictions of the brand.



Secondary APF Logo Lockup*

Use the secondary APF logo lockup on merchandise and in branding materials where there is sufficient space available for its use.

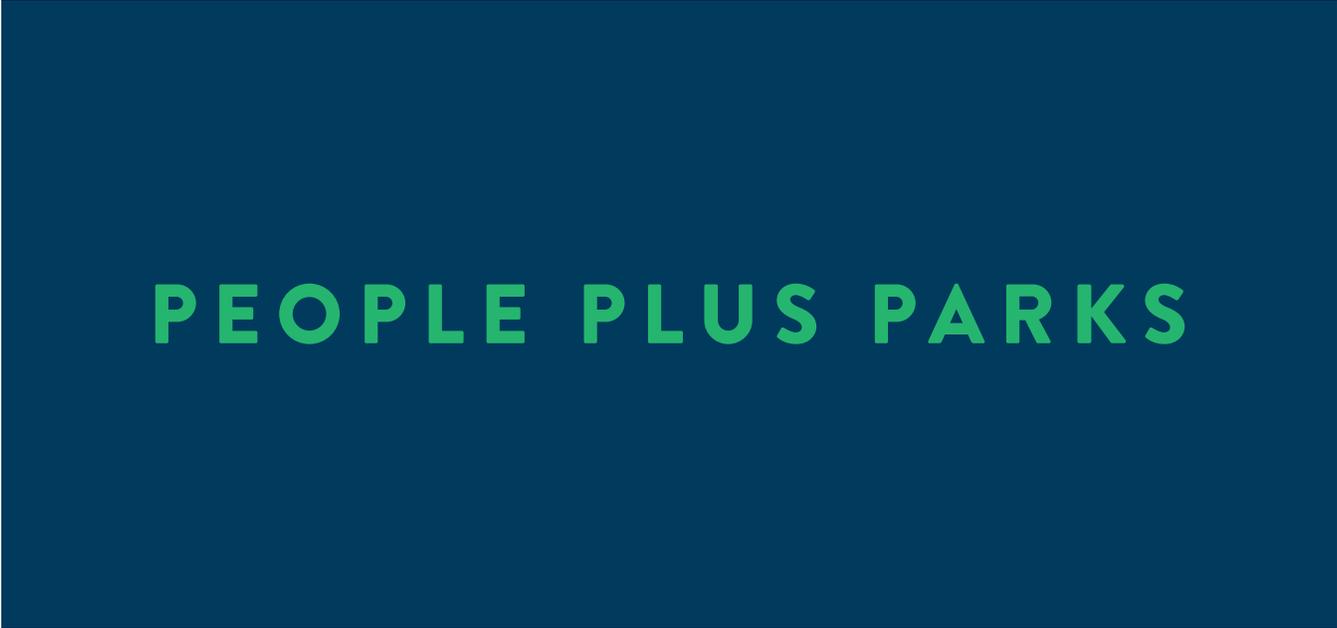


** Use the Emerald Green version of the logo for printing with Pantone colors and online applications. When the printing option is offset CMYK or digital please use the Prussian Blue version of the logo.*

BRAND IDENTITY

Tagline

The APF tagline can be used in conjunction with the logo lockups or alone.



PEOPLE PLUS PARKS

PEOPLE PLUS PARKS

BRAND IDENTITY

Tagline

Horizontal APF Logo / Tag Lockup*

Recommended for the majority of uses where the tagline and logo are both used.



**AUSTIN PARKS
FOUNDATION**
PEOPLE PLUS PARKS



**AUSTIN PARKS
FOUNDATION**
PEOPLE PLUS PARKS

Vertical APF Logo / Tag Lockup*

Alternate option that can be used when the logo is the sole hero on a page or merchandise application.



**AUSTIN PARKS
FOUNDATION**
PEOPLE PLUS PARKS



**AUSTIN PARKS
FOUNDATION**
PEOPLE PLUS PARKS

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BRAND IDENTITY

Primary Colors

Primary Colors should be used for all branded applications of the logo and as the dominant colors in all marketing materials.

APF Emerald Green

Pantone 7480 C
Pantone 7480 U
CMYK: 90 / 0 / 93 / 0*
RGB: 0 / 191 / 111
HEX: #00BF6F

** Where possible avoid printing the Emerald Green as a CMYK build. It will not reproduce as vibrant or as bright as the Pantone color!*



APF Prussian Blue

Pantone 302 C
Pantone 302 U
CMYK: 100 / 48 / 12 / 58
RGB: 0 / 59 / 92
HEX: #002A3A



BRAND IDENTITY

Secondary Colors

Secondary colors may be used in marketing and branding materials. These colors should not be used for logo marks.

APF Sunflower Yellow

Pantone 130 C
Pantone 129 U
CMYK: 0 / 32 / 100 / 0
RGB: 242 / 169 / 0
HEX: #F2A900



APF Sunset Red

Pantone 7416 C
Pantone 7416 U
CMYK: 0 / 72 / 70 / 0
RGB: 229 / 106 / 84
HEX: #E56A54



APF Sky Blue

Pantone 3115 C
Pantone 3115 U
CMYK: 59 / 0 / 14 / 0
RGB: 0 / 193 / 213
HEX: #00C1D5



BRAND IDENTITY

Typography

The following are the fonts recommended for use on all APF print and digital materials.

Bemio - Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque – Medium, Bold, Black*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

* Fonts should be purchased in order to be used legally. Fonts may be purchased here:

Bemio: <http://www.losttype.com/font/?name=bemio>

Brandon Grotesque: <http://www.myfonts.com/fonts/hvdfonts/brandon-grotesque/>

BRAND APPLICATION

Business Card



BRAND APPLICATION

Letterhead



BRAND APPLICATION

Tee Examples



BRAND APPLICATION

Tee Examples



BRAND APPLICATION

Hat Examples



BRAND IDENTITY STYLE GUIDE:

Austin Parks Foundation

AUSTIN PARKS FOUNDATION MESSAGING DOCUMENT

Updated August 2018

INTRODUCTION

This guide will help you gain a better understanding of Austin Parks Foundation's main messaging points, programs and initiatives. This guide, used in conjunction with APF's brand guidelines will give you the tools necessary to accurately represent APF to the community.

APF VISION

Austin Parks Foundation envisions a community in which the lives of all people are enriched through access to Austin's well-maintained public parks, trails and green spaces.

APF MISSION

Austin Parks Foundation partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

BOILERPLATE - ABOUT AUSTIN PARKS FOUNDATION

Austin Parks Foundation (APF) is dedicated to partnering with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support. A non-profit established in 1992, APF fills the city's funding and resource gap needed to develop, maintain and enhance the area's 300+ parks, trails and green spaces. APF fosters innovative public/private partnerships and since 2006, has given over \$2.5 million in community-initiated grants in service to the greater Austin community. APF is known for its annual flagship volunteer event, It's My Park Day, and is a presenting partner and beneficiary of the popular Austin City Limits Music Festival at Zilker Metropolitan Park. For more information, please visit www.austinparks.org.

OUR CHALLENGE

While Austin appears at the top of almost every "best of" list, ParkScore, the gold standard for urban park assessment by the Trust for Public Lands, ranks Austin 42nd out of the 100 most populous U.S. cities for how well we meet residents' needs for parks. When compared to other cities, Austin has an abundance of dedicated parkland but when it comes to ensuring that all Austinites have access to green spaces, and that we are investing and maintaining them, we fall incredibly short. At APF, we feel a critical responsibility to invest in, and maintain, our parks for future generations. This has been our mission for more than 25 years, and we want to do much more over the next 25.

We believe our public parkland should be preserved and maintained. We believe all Austinites, regardless of where they live, have the right to safe, accessible parks. We believe access to free recreation will make our city healthy and vibrant for years to come. And we believe that citizens should be able to actively come together to improve their parks, and in turn their neighborhoods.

OUR IMPACT

Since 1992, Austin Parks Foundation has led the charge to ensure the future of Austin's parks, trails and green spaces. We not only deploy thousands of park improvement volunteers each year but we also provide programming, resources and financial support, including grants for park adopters and community groups and funding for large-scale capital improvement projects. For more than 25 years, APF has been at the center of promoting park development, improvements and maintenance to all our city parks, ensuring access to quality parks for every Austinite.

In 2017, APF:

- Deployed nearly 6,500 volunteers at more than 280 park projects across Austin
- Granted more than half a million dollars to Adopt-A-Park groups and neighborhood volunteers via our ACL Music Festival Grants Program for community-initiated park improvement projects
- Invested more than \$490,000 in volunteer labor back into city parks
- Increased our investment to historically underserved communities by 57% - helping us continue to resolve disparities in parks and promote active lifestyles amongst vulnerable populations

VOLUNTEER STATEMENT

Austin Parks Foundation is grounded in the generosity of the Austin community. Volunteerism has been at the center of who we are as an organization since our earliest days, and we place tremendous value on the individuals, groups and companies that make up our dedicated volunteer corps. From our city-wide volunteer day, It's My Park Day, to individual work days held throughout the year, we leverage thousands of volunteers to help maintain and preserve Austin's 300+ green spaces. In 2017, APF worked with nearly 6,500 volunteers, 100+ project leaders and more than 100 Adopt-A-Park groups to maintain and improve one of Austin's greatest assets - our parks!

NEEDS STATEMENT

APF financially supports thousands of volunteers as well as park improvement projects large and small all across Austin because of the generous gifts we receive from the local

community. With the funds we receive, we are able to ensure our parks, trails and green spaces are safe, accessible and that they meet the ever-changing needs of our community.

ACTIVATION

Movies in the Park

Movies in the Park (MITP) is a year-long series of free family-friendly films brought to the community by Austin Parks Foundation in partnership with Alamo Drafthouse. Each year, APF and the Drafthouse bring free movies to parks all over Austin. We work strategically to activate popular parks while also bringing the MITP program to less-frequented neighborhood parks, encouraging Austinites to explore and enjoy new green spaces.

Greening Programs at ACL Music Festival

As the presenting partner and charity beneficiary of the Austin City Limits Music Festival, APF has been the presenting partner for ACL's on-site greening efforts since 2017. APF recruits and trains 500+ volunteers each year to help with the Rock & Recycle and Divert It! Programs at the festival. Rock & Recycle encourages festival attendees to pick up a bag of recyclables from the grounds in exchange for a specially designed ACL Fest line-up tee. Divert It! enlists volunteers to encourage and educate fans to compost, recycle and send less waste to landfills.

INVESTMENTS

Austin Parks Foundation is committed to innovative and creative solutions to make Austin's parks healthier, safer and more accessible for all Austinites. We finance projects large and small to help develop and improve Austin's parks

Here are a few of our recent projects:

Seaholm Waterfront

In 2017 and 2018, Austin Parks Foundation (APF), The Trail Foundation (TTF) and the City of Austin Parks & Recreation Department (PARD) funded a collaborative planning study for the future of Seaholm Waterfront, the historic Seaholm Intake structure and its surrounding parkland.

The plan - which relied on public input via online platforms, stakeholder meetings and public open houses - will serve as a roadmap for future park improvements, including repurposing the decommissioned Seaholm Intake structures for public use and recreation.

The planning phase, which began in May of 2017, was completed in Winter 2017 and will go to the City of Austin in Summer 2018. The results of the study and planning will provide

PARD and the City of Austin with the programming, operational and economic input needed to develop a world-class public facility that will respect the historic significance of the Seaholm Intake structure.

Republic Square

One of the most significant projects in APF's history was the 2016-2017 redevelopment of Republic Square. Decades in the making, the renovation of the historic downtown park was made possible because of an innovative public-private partnership between Austin Parks Foundation (APF), the Downtown Austin Alliance (DAA) and the City of Austin Parks and Recreation Department (PARD).

APF managed the design process for the new park, and was responsible for park construction. Additionally, we led the capital campaign to close the funding gap (\$3.5 million) for the \$5.9 million goal. Once construction was completed, DAA took over operations and management, while PARD continues to supervise the partnership and operations, ensuring the park serves the public.

Republic Square is an important piece of the city's history and is home to the Auction Oaks. Austin's original 306 lots were sold at auction in 1839 under these iconic trees. In the late 1800's and early 1900's, the park had strong associations with Austin's Mexican-American community, due to the concentration of Hispanic citizens in the surrounding neighborhood. In more recent years, it served as the first site of APF's Movies in the Park, and is home to the Sustainable Food Center's Downtown Farmers' Market.

The newly renovated square is a green space unlike any in Austin. Daily programming and featured events, modern amenities, beautiful art and a café make it a uniquely Austin experience. APF was proud to play a leading role in shining a spotlight on Republic Square – honoring its important role in our city's history, while elevating the space into a civic asset for all.

Colony District Park

In 2016, Austin Parks Foundation, the City of Austin's Parks & Recreation Department and St. David's Foundation partnered to develop a premiere park space known as Colony District Park in Northeast Austin.

With a \$700,000 Healthy Living grant from St. David's Foundation, APF broke ground on Phase 1 of the new park in 2016. Colony District Park, adjacent to Turner Roberts

Recreation Center, will be the heart of the neighborhood, uniting surrounding areas and creating outdoor recreation opportunities that promote physical activity and healthy living.

When complete, the park will host multi-use trails, an all-inclusive children's play environment that is integrated into the existing landscape, two sports fields, a pavilion, benches, drinking fountains and a playscape.

Each phase will be completed in stages, and Phase 1, including the walking trail, opened to the public in the Spring of 2017.

ENGAGEMENT

It's My Park Day

Our biggest city-wide volunteer event, It's My Park Day, is held twice a year on the first Saturday of March and November. Every year, thousands of volunteers help us put hundreds of thousands of dollars worth of park improvement work into our public green spaces. It's My Park Day offers park adopters an opportunity to connect with neighbors and share more about the work that is being done at the park throughout the year. At each event, APF provides all necessary tools and supplies and all volunteers receive a unique event t-shirt.

Volunteer Workdays

Austin Parks Foundation specializes in creating unique and educational volunteer opportunities for giving back to the parks. We provide year-round, custom volunteer opportunities for businesses, organizations and civic groups. We also hold public workdays on the first Saturday of each month that are open to anyone. These volunteer days contribute hundreds of hours to help maintain and improve our city's parks. Typical projects include mulching trees, litter clean up, trail maintenance, and repainting park infrastructure. APF provides all necessary tools and supplies.

Ambassador Program

Ambassadors are trained volunteers who act as key representatives for Austin Parks Foundation. Ambassadors help us expand our capacity to participate in community engagement events in neighborhoods across the city. They work to increase awareness about APF within our community and assist us in increasing volunteer engagement in city parks.

Adopt-A-Park Program

We believe that the success of the Austin parks system depends on the support, assistance, advocacy and enthusiasm of the public as stewards of their parks. The Adopt-A-Park Program is a collaborative partnership between Austin Parks Foundation (APF) and Austin

Parks & Recreation (PARD), which builds community and stewardship at neighborhood parks all over the city. The goal of the Adopt-A-Park Program is to build a sense of community pride and ownership around every neighborhood park. Park Adopters serve as key community representatives for the park by organizing a community-based volunteer group and making an ongoing commitment to improving their park.

Park adopters are able to borrow tools from APF's tool warehouse for park improvement projects year-round and are also able to apply for grants through our ACL Music Festival Grants Program.

Advocacy

Austin Parks Foundation spearheads an alliance of residents, park adopters and organizations from across the city to ask that Austin's parks, trails and green spaces receive more funding in each year's City of Austin's budget, and through available municipal bonds.

Austin currently spends \$108 per resident on maintenance and enhancements, while the top 10 ranked cities on ParkScore spend \$208 per resident. This is why the city's Parks & Recreation Department needs our support. They are doing the best they can with limited resources, but the department's current needs assessment indicates a gap of \$700 million for repairs and renovations to aging park infrastructure. Austinites can help us advocate for more funding to take care of these cherished public spaces by speaking up for more parks funding both formally - at public hearings and City Council meetings - and informally through social media, by email and by phone.

RESOURCES

Project Management Assistance

Austin Parks Foundation offers Volunteer Project Leaders to provide guidance and assistance to groups during volunteer workdays. Project Leaders provide important outdoor education, environmental awareness, skill building and enjoyable volunteer experiences to groups on a year-round basis. Project Leaders help complete a majority of APF's volunteer projects and provide groups with the opportunity to improve and maintain parks and green spaces throughout Austin. When a group submits a project request form, APF's Volunteer Coordinator will assign a Project Leader to the project based on the group needs and availability.

Tool Warehouse

Austin Parks Foundation has a tool warehouse with hundreds of hand tools that may be borrowed year-round for park improvement projects by community groups and Park Adopters. We have an expanding collection of tools, from basic gardening tools to those that

might be more difficult for volunteers to access. A group can request tools for a volunteer workday when submitting a project request form, located on the APF website.

Sponsored Fund Accounts

Austin Parks Foundation manages funds for Park Adopters to help improve local parks. Through our SFA program, groups interested in improving a park, that are not currently registered as a non-profit, can join into an agreement with APF so funds designated for a particular park project can be donated to APF. As a registered 501(c)3 non-profit, we will assist in fundraising efforts and receive charitable donations for the designated park project.

Benefits of this program include:

- Funds are held by APF, removing the need for your group to set up a bank account.
- Gifts made are considered charitable donation for tax purposes.
- Purchases made with donated funds are exempt from sales tax.
- Many grants require an organization to be a registered non-profit - APF can be the applicant on some grant applications, removing this barrier.

ACL Music Festival Grants

APF's Austin City Limits Music Festival Park Grants Program provides direct financial support to volunteer Park Adopters, resulting in hundreds of thousands of dollars in park improvement funding every year.

The program consists of three types of grants:

- Impact Grant (\$100,000): awarded to support large, community-initiated, physical park improvement projects, as well as master plan implementations and place-making.
- Community Grants (\$5,000-\$50,000): awarded for large, community-initiated park improvement projects.
- Neighborhood Grants (\$500-\$5,000): awarded for small-scale, community-initiated park improvement projects.

APF leverages resources by asking community groups to provide a match through volunteer labor, cash and in-kind contributions. The City of Austin Parks & Recreation Department does its part by providing materials, heavy equipment, planning expertise and labor. Park projects have included projects like tree planting, trail construction, invasive species removal, play equipment, park furnishings and dog park improvements, among others.

Design Services

[Adopt-A-Park](#) groups looking to make improvements to their parks are invited to apply for 3 different levels of design services including general consultation, detailed design and master

planning. Whether adopters are looking for a little guidance with an on-site consultant or help with long-range planning, we offer a range of design resources. Park Design services are intended to provide design options to Adopt-A-Park groups at every scale, and are in complete coordination with the City of Austin's Parks & Recreation Department.

SUPPORT APF

Party for the Parks

Each year, Austin Parks Foundation celebrates and raises some-much needed funds for the places that make Austin, Austin – our parks! Party for the Parks, our annual fundraiser, features live music, highlights from Austin's foodie scene, auctions and a raffle. APF also presents our Golden Shovel awards to one extraordinary Park Adopter group, a volunteer who goes above and beyond, and a partner who has been instrumental in making our work possible every year. In 2017, Party for the Parks raised approximately \$450,000 in funding for our city's parks, trails, and green spaces.

Groundbreakers

We're calling on individuals to help APF build an Austin where everyone has access to the life-enhancing benefits of safe, beautiful parks. Groundbreakers are a community of people who fund APF's operating budget in order to fuel our long-term vision and our ability to scale. With a monthly gift of \$100 for 3 or more years, Groundbreakers impact Austin for good. Benefits include exclusive Groundbreakers gear from Patagonia, invitation to a special members-only party, recognition in APF's new office and the opportunity to build Austin's green legacy now and for future generations.

Little Hummingbird Society

This is an opportunity to have some fun while promoting a healthy lifestyle, volunteerism and advocacy with your youngest park-goers! For just \$10 per month, Little Hummingbird Society offers kids a great way to learn about giving back to their community and the importance of Austin's parks, trails and green spaces. Benefits include seasonal activity kits mailed directly to you, special kids' events including volunteer projects and exclusive Little Hummingbird Society gear.

Individual Donations

Austin Parks Foundation has been enhancing the lives of Austinites for 25 years, but our impact on the Austin community is not possible without the support of our community. Through individual giving, we are able to do so much more for Austin and its incredible parks! We need everyone's help to continue to develop, maintain and advocate for open space in Austin. Eighty cents of every dollar donated to APF goes directly back into park projects and

programming. The work we do would not be possible without our community's giving and support.

Corporate Donations

From in-kind gifts to year round program sponsorships, APF is grateful to our corporate partners for their generosity and support. Companies of all sizes can contribute to Austin's green spaces through their gifts to APF, which help us continue our work to maintain and enhance Austin's 300+ parks, trails and green spaces.